



is a Process

DISCOVERY	INTERPRETATION	IDEATION	EXPERIMENTATION	EVOLUTION
<p>We have a challenge.</p> <p>How do we approach it?</p>	<p>We learned some things.</p> <p>How do we interpret it all?</p>	<p>We see an opportunity.</p> <p>What do we create?</p>	<p>We have an idea.</p> <p>How do we build it?</p>	<p>We created something new.</p> <p>How do we evolve it?</p>
<p>Discovery builds a foundation for creating meaningful solutions.</p> <p>It begins with a deep understanding of needs.</p> <p>Discovery means getting inspired to create new ideas.</p>	<p>Interpretation transforms your stories into meaningful insights.</p> <p>Observations, field visits, or just a simple conversation can be great inspiration.</p> <p>It involves storytelling, as well as sorting and condensing thoughts until you've found a compelling point of view and clear direction for ideation.</p>	<p>Ideation means generating lots of ideas.</p> <p>Brainstorming encourages you to think expansively and without constraints.</p> <p>It's often the wildest ideas that spark visionary thoughts. With a clear set of rules, a brainstorm session can yield hundreds of fresh ideas.</p>	<p>Experimentation brings your ideas to life.</p> <p>Building prototypes means making ideas tangible, learning while building them, and sharing them with other people.</p> <p>Even with early and rough prototypes, you can receive a direct response and learn how to further improve and refine an idea.</p>	<p>Evolution is the development of your concept over time. It involves planning next steps, communicating the idea to people who can help you realize it, and documenting the process.</p> <p>Change often happens over time, and reminders of even subtle signs of progress are important.</p>